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Inside Information

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MARCH 6-8 JOURNALISTS' PARLEY PROCEEDS

Nearly 100 writers, editors and broadcasters have registered for the second national USDA Agricultural Journalists' Conference, set for March 6-8 at the U.S. Department of Agriculture in Washington, D.C.

The subject: The 1985 Farm Bill--Setting a New Course for Farm Policy in the 21st Century.

USDA experts and policy makers will explain the farm bill all day Wednesday and Thursday morning, March 6 and 7.

Luncheon speakers at noon Thursday on Capitol Hill are scheduled to be Sen. Jesse Helms, of North Carolina, Chairman of the Senate Committee on Agriculture, Nutrition and Forestry, and Rep. E. (Kika) de la Garza, of Texas, Chairman of the House Committee on Agriculture.

Friday, March 8, will be open for the journalists to conduct private interviews with various USDA and Congressional officials.

FARM WOMEN'S FORUM SLATED FOR APRIL 24-26

Applications to attend USDA's Fifth Annual Farm Women's Forum in Washington, D.C., April 24-26, are being accepted until March 11 by the Office of Public Liaison, U.S. Department of Agriculture, Washington, DC 20250. The telephone number is (202) 447-2798.

USDA says that the forum is open to all women involved in agriculture, but that participation will be limited to 250 because of space limitations. The reservation fee is \$25.

Theme of the forum: "Reach Out--Speak Up for Agriculture: Farm Policy."

Registrants for whom space is available will be notified by March 18. The reservation fee will be refunded at registration.

PUBLICATION TELLS HOW RESEARCHERS HELP

State legislator, agriculture and business leaders, and many other Oregonians are learning a lot about their Agriculture Experiment Station this year through a slick 22-page booklet entitled "What Have We Done for You Lately?"

Produced by Andy Duncan, in agricultural communications at Oregon State University, the publication was financed by the State's Agricultural Research Foundation, a nonprofit organization which uses gifts to fund research and other projects.

Duncan, who did most of the writing, with help from Richard Floyd, editor with the experiment station, said he highlighted ongoing research projects with social and environmental impact, subjects that he thought people currently are interested in.

Laid out by Tom Weeks, in the agricultural communications department of the university, the booklet employs a couple columns of type on odd-numbered pages opposite full-bleed black-and-white photos.

Articles outlined research involving computers, haying, wheat, integrated pest management, wine-making, cholesterol and other subjects.

Photos were provided by Dave King, electronic media coordinator with the experiment station.

Though the publication drew high praise from media editorial writers, Duncan notes that the test of its value will be the amount of State funds appropriated for research. He thought the first booklet along that line, featuring economic payoff of research, was successful.

If you'd like a copy, write to Duncan at ADS 416, Oregon State University, Corvallis, OR 97331. His telephone number is (503) 754-3615. His Dialcom electronic mailbox is AGS1951.

NATIONAL CONSUMER WEEK IS APRIL 22-28

Agencies at USDA and others are planning an observance of National Consumer Week April 22-28.

The spring issue of "Food News for Consumers," published by USDA's Food Safety & Inspection Service, carries a cover and several articles based on the consumer week theme, "Consumers Should Know."

"A Better Way" television show produced by USDA's Office of Information will devote a segment to the theme.

USDA Extension Service programs will include information and activities on the theme.

National Consumer Week is sponsored by the President's Office of Consumer Affairs, directed by Virginia Knauer.

NATIONAL 'AGRICULTURE DAY' IS MARCH 20

Just a reminder.....national "Agriculture Day" is March 20. And, in some states there is an "Agriculture Week" that begins March 15, reports Larry Marton, USDA Office of Information representative on a Washington, D.C., Ag Day steering committee.

Details on Ag Day are available from its national coordinator, the Agricultural Council of America Education Foundation, 1250 I Street, NW, Suite 601, Washington, DC 20005; telephone number is (202) 682-9200.

Activities in Washington, D.C., are organized by the steering committee chaired by Shirley Traxler, deputy director of USDA's Office of Public Liaison.

USDA TELECONFERENCE COORDINATOR NAMED

Betty Fleming, who has been in information work with USDA's Extension Service in Washington, D.C., for more than 15 years, has been named coordinator of the USDA Teleconference Center, managed by the Video & Film Division of USDA's Office of Information.

Fleming describes her job as facilitating audio and video conferences, tailoring them to each client. No stranger to television work, Fleming was involved in that medium in Philadelphia where she received her bachelor's and master's degrees from Drexel University.

Fleming also worked on women's pages and food pages at the TRENTON TIMES and the PHILADELPHIA EXAMINER before joining the Extension Service at Camden, N.J., just across the Delaware River from Philadelphia. She went to work with USDA's Extension Service in 1969.

EXTENSION'S 'INFORMATION TECHNOLOGY' LIKED

Encouraged by the warm response to its new newsletter, "Information Technology," USDA's Extension Service has produced its second issue and announced that future issues will discuss video discs and video projects.

Ovid Bay, director of communications at ES, says the response to the inaugural December 1984 issue was very good. Replacing the "Extension Editors" newsletter, "Information Technology" will probably end up being a monthly publication, he says.

Interestingly, the new newsletter has two co-editors, which come from fields representing two current definitions of information. Bay comes from the old timey school, where information was created, stored and dispensed by someone who probably graduated from journalism school and worked with news media for awhile. His co-editor, Charlotte Travieso, comes from Extension management systems, where they store data (information) from the states, using computers.

The merger of backgrounds was logical in light of the stated purpose of the newsletter: "This forum will serve as a guide to all of us as we try not only to use and adapt new communications technology, but also to be efficient and effective in doing so."

The first two issues carried such topics as details on initiation of a regional 800-line for radio service in Washington and Idaho, conducting computer conferences through the ITT Dialcom system, and the computerized publications management system at Washington State University.

"Information Technology" is already going to each State Extension Service office, the 1890 institutions and 75 to 100 others using computers on campuses. But anyone at the land grant universities and USDA may get on the distribution list, Bay notes.

He's in Room 3426-S, Extension Service, U.S. Department of Agriculture, Washington, DC 20250. His Dialcom electronic mailbox is AGS094. His telephone is (202) 447-3029.

NAGC PUBLISHES JOB INFORMATION LETTER

The National Association of Government Communicators publishes a biweekly "Job Information Letter" which lists various kinds of information positions in and out of government (federal, state or local).

The letter is available free to NAGC members and at \$50 per year to non-members. To receive issues, mail a self-addressed stamped envelope to: NAGC-JIL, 80 South Early Street, Alexandria, VA 22304.

NAL PLANS AGRICOLA, CRIS & CALS WORKSHOPS

USDA's National Agricultural Library (NAL) is sponsoring a series of intensive level AGRICOLA, CRIS and CALS workshops in Beltsville, Maryland, April 1-5, June 3-7 and September 16-20.

The workshops are designed to train information specialists, librarians, research scientists and managers in the efficient use of these interrelated USDA information systems and services.

Requests for enrollment must be received at least two weeks prior to the workshop date. Write Education and Information Staff, National Agricultural Library, Room 203, ATTN: Charles Bebee, Beltsville, MD 20705.

Emergency telephone reservations or inquiries may be made by calling (301) 344-3937.

DESIGN SEMINAR SET FOR MARCH 26

Do you remember that USDA design seminar we mentioned in the Jan. 21 INSIDE INFORMATION? George Baka, chief of the Design Division in USDA's Office of Information has set the date: the morning of March 26.

And the place: Room 101-A of USDA's Administration Building.

Baka and his staff are still examining the results of questionnaires they sent out to 193 USDA information staffers, questionnaires that asked how the information people rated Design Division services and a host of other questions about design work.

If more than 100 persons sign up for the seminar, a second will be scheduled for later, Baka said.

Results of the questionnaire will be discussed at the seminar. Also, there will be a slide presentation on services available from the Design Division, and time set aside for answering questions.

MICHIGAN TECH SEEKS VIDEO REPORTER

Michigan Technological University is seeking a video reporter to develop video reports and other materials for regional and national television outlets.

Duties also include producing videotapes for student recruiting, alumni relations and fund raising, maintenance of a video library and assistance in the production of slides for major university speeches, slide shows and other visual presentation.

A bachelor's degree in communications, journalism, technical writing or equivalent combination of education and experience is required, plus one to three years related experience in a university, commercial or public television environment.

Submit resume and three references by March 29 to: James C. Lutzke, News Bureau Manager, Michigan Technological University, Houghton, MI 49931.

INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, state departments of agriculture and land grant universities. Any items, comments and inquiries should be addressed to either John Crowley or Nancy Bevis, Office of Information, Room 536A, U.S. Department of Agriculture, Washington, DC 20250 or to AGR009 mailbox on the Dialcom system, or call (202) 447-7454.

